

Pure Prepared Paints

DIRECTIONS:

See that your wood work is *thoroughly dry and free from water* before applying the *first* or priming coat, for the reason that there can be no Paint manufactured that will not peel more or less if applied to a wet surface. (All statements to the contrary notwithstanding) therefore *particular attention should be given to the condition of the wood and weather when first coat is applied.*

Never prime or first coat right away after a shower nor when the atmosphere is damp.

Thoroughly Shellac all knots or pitch woods before first coating.

Always allow the first coat to become thoroughly dry before applying the second or finishing coat, otherwise the upper or last coat is liable to crack.

Old or weather-beaten surfaces should be sized before painting, using for this purpose one lb. of good glue, five lbs. common whiting to twelve quarts of water. This size is quickly and cheaply applied and *when thoroughly dry* is ready for painting. This course will save very much in expense, and tend to keep out the paint that would otherwise be absorbed into the open pores of the wood, and wearing qualities will not be deteriorated.

You will find it pays to carefully observe the above rules.

To ascertain the amount of Paint required

Add the number of feet in width [front and rear,] to the number of feet in length [both sides,] this multiplied by the average height, gives the number of square feet to be painted. This divided by 200—as one gallon of this paint covers 200 square feet, [two coats,] gives the amount required in gallons.

[EXAMPLE]

Front,	20 feet,	120 feet.
Rear,	20 "	[Multiply] Height, 20 "
Side,	40 "	
Side,	40 "	200)2400

120 "

12 galls for 2 coats

There can be no definite rule established as to the *exact* quantity it will require, but the above is sufficiently near for all practical purposes. Should the surface be smooth and hard, *less* than the above would suffice; if rough and porous, *more*.

SENECA PAINT & COLOR CO'S PURE Prepared House Paints

READY FOR USE.

White Lead and Oil used alone on exterior work, will, in a short time crack off. Zinc and Oil used alone will peel off. By a UNION each overcome the objectionable features of the other, forming a tough hard surface, that when dry, will resist the action of the elements. This Paint is prepared from the above named materials, no chemicals, Benzine or other Mineral Oils being used.

ANY DESIRED COLOR MADE TO ORDER

PUT UP FOR SHIPMENT:

IN BARRELS, CONTAINING	-	30 TO 50 GALLONS
IN KEGS OR BUCKETS, CONTAINING		5 TO 10 GALLONS
IN TIN PAILS, CONTAINING		1, 1-2 AND 1-4 GALLONS
IN TIN CANS, CONTAINING	-	1 AND 2 POUNDS

MANUFACTURED BY THE

Seneca Paint & Color Co.

LIMITED]

Seneca Falls, N. Y.

Manufacturers of Pure Paints.

John A. Curtis
Manager

For Sale By

THE SENECA PAINT & COLOR CO'S PURE PREPARED HOUSE PAINTS

READY FOR USE.

OUTSIDE WHITE. INSIDE WHITE.



BLACK AND FLOOR YELLOW.

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No. 4.

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